

## APPENDIX 1

### Custom Placement Call Sheets

The following pages are the sheets used by our Station Communications Department for Custom Placement story release.

2047840507

Project: Tobacco Industry Response Fed by: Linda Fire

To "Day One"

Market	Station	Phone	Accepting	Not Accepting	Editor
Mobile <sup>Al.</sup>	WKRG	205-479-5555		1	Raoul
Birmingham	WERC	205-942-9600	1		Carl
Phoenix <sup>Co.</sup>	KTAR	602-274-6200	1		recorder
	KFYI	602-258-6161		1	man
Little Rock	KARN	501-661-2500		1	Neil
Los Angeles <sup>Co.</sup>	KABC	310-840-4976		1	Yolanda
	KNX	213-460-3203		1	
	KFWB	213-462-5392		1	Scott
San Francisco	KGO	415-954-8100		1	Lynn
	KNBR	415-995-6800		1	Michael
San Diego	KSDO	619-278-1130		1	George
Sacramento	KFBK	916-924-9222	1		Ellen
Denver <sup>Co.</sup>	KOA	303-893-8500	1		Gary
Hartford <sup>Co.</sup>	WTIC	203-522-1080		1	John
	WPOP	203-666-1411		1	Al
	WICC	203-366-6000	1		Tim
Stamford	WSTC	203-327-1400		1	John
Wilmington <sup>De.</sup>	WDEL	302-478-2700		1	Bill
Washington DC	WMAZ	202-686-3100	1		Kimberly
	WTOP	202-895-5000		1	Judy

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Fed by:

Chyllin Harris

Market	Station	Phone	Accepting	Not Accepting	Editor
Jacksonville <sup>Fl.</sup>	WORV	904-783-3711		/	John
Miami	WIOD	305-759-4311		/	Tom
	WINZ	305-624-6397	/		Steph's
Orlando	WTKS	407-628-4104		/	Kathy
Tampa	WFLA	813-839-9393		/	Sharon
Atlanta <sup>Ga.</sup>	WSB	404-891-7500	/		Constance
	WGST	404-233-0640		/	Dou
Boise <sup>Id.</sup>	KIDO	208-344-6363	/		Bryan
Chicago <sup>Il.</sup>	WGN	312-222-4730		/	Karen
	WBBM	312-944-6660		/	Franklin
	WMAQ	312-670-6767	/		Tracy
Indianapolis <sup>Ind.</sup>	WIBC	317-844-7200		/	Dave
Cedar Rapids <sup>Ia.</sup>	WMT	319-395-0530	/		Jim
Davenport	WOC	319-344-7000	/		Kevin
Des Moines	WHO	515-242-3500	/		Darryl
Topeka <sup>Ks.</sup>	WIBW	913-272-3456		/	Bon
	KFDI	316-838-9141		/	Ran
Louisville <sup>Ky.</sup>	WHAS	502-582-7840	/		Mary
New Orleans <sup>La.</sup>	WWL	504-593-6376		/	Pat

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Fed by: Shannon Kencik

Market	Station	Phone	Accepting	Not Accepting	Editor
Portland <sup>Me.</sup>	WGAN	207-774-4561		1	Leslie
Baltimore <sup>Md.</sup>	WBAL	410-467-3000		1	
Boston <sup>Ma.</sup>	WBZ	617-787-7000	1		Scott
	WEEI	617-242-5900		1	
Detroit <sup>mi.</sup>	WJR	313-875-4440		1	Hal
Minneapolis	WCCO	612-370-0611	1		Brooke
	KSTP	612-481-9333			
Kansas City <sup>Mo.</sup>	KCMO	816-932-7376	1		Kay
	KMBZ	913-677-8998		1	Eric
	KDAF	816-931-6100	1		Recorder
St. Louis <sup>Mo.</sup>	KMOX	314-444-3234	1		Paul
Billings <sup>MT.</sup>	KOOK	no longer in service			
Omaha <sup>Ne.</sup>	KKAR	402-342-2000		1	Brian
	KFAB	402-556-8600		1	Richard
Manchester <sup>N.H.</sup>	WGIR	603-625-6915	1		John
Albuquerque <sup>N.M.</sup>	KHOB	505-764-2577		1	Ronnie
	KZKL	505-897-6937			

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Fed by:

J. Matte

Market	Station	Phone	Accepting	Not Accepting	Editor
Albany <sup>N.Y.</sup>	WBY	518-381-4800		1	Peter
	WPTR	518-456-1144		1	Erin
Buffalo	WBEN	716-876-0935		1	Mark
	WABC	1-800-949-1222		1	Bruce
	WCBS	212-975-2127		1	Sumana
	WINS	212-397-1070		1	Charlie
	WOR	212-642-4500		1	Dick
	WLTB	212-661-3344	1		Wayne
	WFAN	212-840-0097	1		Lisa
Charlotte <sup>NC</sup>	WBBK	212-318-2340	1		Jean
	WBT	704-374-3834	1		John
	WSOC	704-335-4842		1	
Durham	WPTF	919-876-0674	1		Dave
Bismarck <sup>N.D.</sup>	KFYR	701-251-5535		1	Mark
Cincinnati <sup>Oh.</sup>	WLW	513-241-9597		1	Bill
	WCKY	513-241-6565		1	Terry
Cleveland	WWWE	216-696-4444		1	Ed
	WRMR	216-696-0120		1	Mark
Columbus	WTVN	614-486-6101		1	John
Oklahoma City <sup>Ok.</sup>	KTOK	405-840-5271	1		Jane
Portland <sup>OR.</sup>	KEX	503-232-1920	1		Brad
	KXL	503-231-0750	1		recorder

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Fed by:

Linda Pere

Market	Station	Phone	Accepting	Not Accepting	Editor
Harrisburg <sup>Pa.</sup>	WHP	717-540-8800	/		Jeff
Philadelphia	KYW	215-238-4700		/	Steve
	WIP	215-922-5000		/	Bill
Pittsburgh	KDKA	412-392-2200		/	Judy
	KQV	412-562-5900		/	Lisa
Columbia <sup>SC</sup>	WVOC	803-722-5840	/		Lyn
Sioux Falls <sup>SD</sup>	KSDO	605-339-1140		/	Gene
Memphis <sup>Tn.</sup>	WMC	901-726-0478		/	Graig
Nashville	WKDA	615-244-9332	/		Cindy
Dallas <sup>Tx.</sup>	KRLD	214-263-3283		/	Carmen
	KLIF	214-526-2400		/	Chuck
Houston <sup>Tx.</sup>	KTRH	713-526-5874		/	
San Antonio	WOAI	210-736-9731		/	Mike
Salt Lake City	KSL	801-575-7600		/	Tracy
Burlington <sup>Vt.</sup>	WJOY	802-658-1230	/		newman
Norfolk <sup>Va.</sup>	WTAR	804-621-1000			Myth
	WNIS	804-640-8500	/		Rae
Seattle <sup>wa.</sup>	KIRO	206-728-8285	/		Karen
	KING	206-448-3666		/	Tony

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Fed by: Chyler Weiss

Chylois (Hais)

[illegible]

Fed by:

Shannon Lucik

Market	Station	Phone	Accepting	Not Accepting	Editor
New York	WJIM	908-965-1534	1		Wayne
	WNJU	212-998-1651	1		Jennifer
Los Angeles	Kmny	909-627-1600		1	Lisa
	KTYM	313-678-3234		1	Darry
Chicago	WCBQ	708-256-3332	1		Tony
	WVAZ	312-360-9000	1		Kim
San Francisco	KPOO	415-346-5323	1		J. J.
	K50L	415-391-1077	1		Dina
Philadelphia	WHYY	215-351-9200	1		Vicki
	WGBL	215-668-5800	1		Brad
Dallas	KTXQ	214-528-5500	1		Jim
	KGBL	214-869-9700	1		Lisa
Detroit	WMTG	313-846-1717	1		Dave
	WPON	313-332-8883	1		Paul
Houston	KILT	713-526-3461	1		J. J.
	KSSQ	409-788-1140	1		George
Miami	WQAM	305-431-6200	1		Lisa
	WMPZ	305-653-8811	1		Naomi
Washington DC	WOL	202-675-4800	1		Irina
	WHUR	202-745-0479		1	News girl
Boston	WNSH	508-468-5233	1		Darry
	WNTN	617-969-1550	1		Jennifer
Seattle	Kmps	206-448-0902	1		Don
	KWYZ	206-926-1450	1		Michael
Long Island	WNJG	516-661-4000	1		Chris
	WUSB	516-632-6498	1		Recorder
Atlanta	WKLS	404-325-8960	1		Beth